

City of Morgan Hill Strategic Priorities Work Plan 2019-2020

The chart below represents the work plan items in furtherance of City Council's 2019-2020 Strategic Priorities.



	Activity Goals	Department/ Division	Status Update	2019				2020				
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Agricultural Preservation												
1	Update Agricultural Lands Preservation Program	Community Services & Development Services	City Staff are working to: a) finalize the acquisition of Fountain Oaks Ranch and Maple Ave sites, b) finalize decision regarding potential conversion of ball field site to agricultural easements, c) amend ag preservation ordinance/removal of stay ahead provision, and d) continue discussions with County and Open Space partners regarding opportunities for grants and potential funding sources.									
Cannabis Policy												
2	Present to Planning Commission for recommendations on: appropriate zoning, buffering from sensitive uses, and suggested number of retail sites	Police & Development Services	Community Workshop with the Planning Commission (PC) on July 23, 2019.									
3	Develop regulatory program	Police & Development Services	Staff will draft recommended regulations after receiving PC recommendation in July 2019.									
4	Present recommended ordinance language	Police & Development Services	Staff will return to Council in October 2019.									
Community Engagement and Messaging												
5	Update website for ease of use by the public	Communications & Engagement	After extensive clean-up of the current site, the newly refreshed website will be launched in September 2019.									

6	Develop and implement extensive community engagement strategy related to the City's infrastructure and public safety needs, continuing to explore funding possibilities	Communications & Engagement	Engage Morgan Hill - A community conversation regarding services, funding, and priorities launched in May 2019. The Engage Morgan Hill Community Advisory Group has been formed meeting for the second time on July 27, 2019. A draft engagement plan has been established through June 2020.															
7	Continue to develop our connections with our local Hispanic/Latino community, finding best ways to outreach and share important community information	Communications & Engagement	Ongoing. Another year of facilitating a Women's Empowerment Group at the Learning and Loving Center has been completed. As of June 30, 2019, we no longer have the part- temp resource for outreach with the Spanish speaking community. Staff is reevaluating how to best move forward.															
8	Implement text to 911	Police Dispatch Services	Anticipate a Countywide roll out of Text to 911 service in September 2019.															
9	Propose 311 services for Morgan Hill	Police Dispatch Services	Review program with Executive Team and present options and next steps for possible city-wide implementation.															
10	Police Special Operations will present Parent Project classes	Police Special Operations	Training new facilitator. Presented one class in FY 2018-19 and one in FY 2019-20.															
11	Develop a partnership with security camera owners for emergency and investigative purposes	Police Dispatch Services	Will have access to MHUSD cameras and public camera registry and access by Q3 FY 2019-20. MOUs routed and technological development from service providers given.															
12	Explore options for diversity and inclusiveness training	Human Resources	Human Resources contracted with Liebert Cassidy Whitmore (LCW) to conduct two in-person Harassment Prevention and Diversity Inclusiveness Trainings to City teammates (May 30, 2019). LCW certified three City teammates to conduct training on the topic of "Creating a Respectful Workplace: Harassment Prevention & Inclusiveness."															

Economic Development							
13	Develop a Retail Concentration strategy	Economic Development	A Retail Study was completed as part of the Monterey Corridor Flex-Use Zoning discussion to strengthen retail nodes. Staff is working with Strategic Economics on an analysis of commercial priorities.				
14	Develop a Freeway Signage program	Economic Development	Completed community outreach. First draft policy recommendations completed. Site-specific review needs to be completed.				
15	Implement Economic Blueprint and new Zoning Code outreach and advertising campaign	Economic Development	Zoning Code update completed. The City has completed a marketing and advertisement contract with the Silicon Valley Business Journal highlighting the 4 key industries from the Economic Blueprint. The marketing engagement has fostered several conversations with developers, companies, and health care providers. City staff is also working on a targeted electronic campaign highlighting business investment opportunities with Hearst Media.				
16	Implement Economic Development Speaker Series	Economic Development	For the 3rd straight year, the Economic Development Team is actively programming a 2-day economic development symposium with key industry experts for Fall 2019. Past events were attended by Planning Commissioners, Chamber of Commerce Representatives, and Planning and Economic Development Staff. Topics currently being developed include: place branding; mixture of industrial and maker retail; and industrial park evolutions.				
17	Develop a parklet pilot program	Economic Development	Council approved a temporary parklet pilot program in response to the City's Station Area Master Plan and Complete Streets/Traffic Calming work program. In May 2019, Planning, Economic Development, and Engineering staff completed revisions to the program focused on safety design improvements and permit processing streamlining. Staff is currently working with a couple of Downtown businesses on their parklet applications with new program revisions.				

18	Adopt an Industrial Land Preservation strategy	Economic Development	Staff has engaged a consultant firm to aid in the research and development of an Industrial Land Preservation Strategy for Morgan Hill. It is anticipated that the work will be completed by November 2019.								
19	Establish next steps on Property Based Improvement District (PBID)	Economic Development	Planning for the re-establishment of a Downtown PBID will take place in 2020.								
Financial Stewardship											
20	Continue the City tradition of developing a prudent and balanced budget with effective long-term financial planning	Finance	Council adopted the FY2018-19 and FY2019-20 Operating and CIP Budget on June 6, 2018. A mid-cycle review was presented at the Engage Morgan Hill Workshop on May 22, 2019. Mid-cycle budget amendments for the FY2019-20 were adopted on June 5, 2019 at a regular Council meeting. Development of the new Biennial Budget will begin in January 2020.								
21	Continue to work with various departments and consultant to complete the Development Impact Fee Update	Finance	Staff continues to work with a consultant on reviewing and providing comments on the draft fee reports. An update will be provided to Council in September 2019.								
22	Pursue revenue Ballot Measures	City Manager	Extensive community education campaign occurred regarding the TOT increase and Cannabis Tax in September/October 2018. Both revenue measures passed. The efforts of Engage Morgan Hill will help inform other revenue generation options to meet the projected funding gap.								

High Speed Rail

23	Communicate with Council and the Community regarding High Speed Rail and advocate for measures to mitigate potential impacts	Development Services & City Attorney	Ongoing. Staff regularly meets with representatives from California High-Speed Rail Authority (CHSRA) and coordinates a regional meeting to discuss potential alignments, new development with HSR, and potential mitigations for the region. Updates are provided to Council and the Community as new information becomes available. CHSRA identified a staff preferred alignment for the San Jose to Merced project and provided a presentation to the Morgan Hill City Council on July 17, 2019. Staff will prepare comments on the preferred alignment for the September 2019 CHSRA Board meeting. Staff will analyze grade separation impacts through Morgan Hill and bring a report to City Council for review and direction in the fall.								
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Homelessness

24	Collaborate with dedicated South County Case Management Worker, Santa Clara County, and the City of Gilroy and continue to build a South County homeless response system that integrates County Safety Net Services	Housing	Additional funding for the position has not yet been secured by the County or Gilroy; this joint venture is expected to come to fruition in Fall 2019 at which point staff will return to Council. The Safe Parking Program continues to provide stability and services for 8 families. The 2019 Homeless Count shows a 71% decrease in homelessness. Services include prevention through rental assistance, deposit assistance outreach, engagement, and setting aside new units.								
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Housing							
25	Identify Sites and Non-profit partners to construct very low income housing units	Housing	Eden Housing, UHC, and EAH identifying potential sites and completing predevelopment evaluations. EAH "Scattered sites" leased up in 2018-19. UHC - The "Crossings at Monterey" is under construction and plans to lease up in October. Eden Housing is planning to pull permits during FY19-20 to rehab and create more units at "Depot Commons." UHC continues to work with Valley Water regarding the flood study at a site at Monterey & Watsonville. Braddock & Logan have submitted plans to build a 389 unit apartment complex at Butterfield and Sutter, of which 78 VLI rental units will be included. The Treehouse intergenerational community continues to work with MidPen to create 50 affordable units.				
26	Monitor Housing legislation; advocate for legislation which supports Morgan Hill housing program	Housing	Participating in Regional Housing Need Allocation (RHNA) Subregion working group, League Policy Board, and raising awareness of Morgan Hill concerns with local legislators.				
Infrastructure							
27	Continue annual pavement maintenance projects	Engineering CIP	Hill Road and Sutter Ave were successfully rehabilitated in 2018. The 2019 project was recently awarded by the City Council and will commence in late Summer 2019. The 2019 project includes Monterey Road north of Cochrane, Cochrane Road from Monterey to DePaul Drive, Butterfield Road north of Main Avenue, Depot Street, and streets in the Jackson Meadows Neighborhood.				
28	Lead coordination on regional planning efforts related to bringing recycled water to Morgan Hill	Water Conservation	City teammates have been actively involved in Valley Water planning for its Recycled Water Master Plan. City staff have also partnered with the City of Gilroy to begin the development of a specific Water Supply Strategy for the two cities, including recycled water. Staff intend to return to the Council in September 2019 to seek policy direction from the Council.				

29	Participate with SCRWA on Plant Expansion	CIP Engineering	Staff have continued working with SCRWA and the City of Gilroy to refine the scope of the treatment plant expansion. The final plant expansion scope and design costs are anticipated to be provided in September 2019. Engineering and Finance teammates have developed financing options to fund the project for Council consideration.										
30	Continue to participate in Upper Llagas Flood Control project	CIP Engineering	Phase 1 (South of Watsonville Road) plans have been reviewed by City staff and Valley Water has bid the project and intends to award at the next Board meeting. Construction is scheduled to begin in late 2019, with a groundbreaking event scheduled for August. Phase 2 (North of Watsonville Road) plans have been reviewed by City staff. The City is currently working with Valley Water as it completes the final Right of Way Acquisition and plans for Phase 2 in preparation of bidding the project in the fall.										
Telecommunications													
31	Inventory and create a conduit map of all available City conduit	Economic Development	Civic Foundry has completed mapping locations of City owned and some privately owned conduit in the City as part of identifying assets for the development of the Fiber Network RFP. In addition, Civic Foundry has included City assets as part of the drafted RFP which is currently out for bid.										
32	Issue a Request for Proposals for fiber network infrastructure for City facilities	Economic Development	City issued an RFP on June 17, 2019 for Enhanced Broadband Services and has subsequently held a bidder's conference. The RFP is anticipated to close on August 19, 2019 where a vendor/vendors will be evaluated and selected for providing broadband services to the City and possibly the Community. To date, nine companies have indicated interest in the City's Broadband RFP.										

33	Develop a "Dig Once" ordinance, Revise Zoning to improve the permitting process for Telecommunication Facilities on private property, and bring forward policy that supports master Small Cell Licensing Agreements	Economic Development	City Council approved small cell design standards, changes to Title 18 Zoning Code and authorized the City Manager to execute Small Cell License Agreements in March 2019. It is anticipated that the Dig Once Policy along with other policies (we anticipate the RFP process will inform other policy changes) will be brought forward at the conclusion of the Enhanced Broadband project further supporting telecommunications investments in Morgan Hill.															
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Traffic/Transportation

34	Participate and advocate for South County in regional transportation planning initiatives with Valley Transportation Agency (VTA), Caltrain, Boards, and Committees	City Manager & Economic Development & Engineering	Staff and delegated Council Members regularly attend regional transportation meetings, serve on leadership committees, and host South County coordination meetings. City Staff have actively participated in the Caltrain Business Plan and Caltrain /VTA train service changes. Currently, staff is working on comments to CHSRA's preferred alignment.															
35	Implement CIP projects consistent with Vision Zero related to pedestrian and bike improvements, including safe routes to school	CIP Engineering	Design of Main Avenue improvements are underway: sidewalk between El Toro School and Grand Prix, flashing beacons at Grand Prix, and buffered bike lanes from Butterfield to Condit.															

Completed/Ongoing/Routine

36	Continue to participate in Regional Task Forces for Public Safety	Police Special Operations	Continue to participate in SCCSET and RATTF. Due to staffing in RATTF, we did not participate in Q1 and Q2 FY2018-19.															
37	Develop a Retailer Managers monthly meeting	Police Special Operations	Retail contact list being developed. Due to high turnover of retail management - meeting may have to be by e-mail share. Large retailers will still meet face to face.															
38	Conduct communications professional development training	City Manager	Contracted with Communications Facilitator to offer staff reports and presentations workshop to approximately 45 Management & Leadership teammates. Followed-up with focus workshops with 15 teammates.															

39	Deploy new Economic Development website	Economic Development	Completed and launched website Choosemorganhill.com in August 2018. Website has been well received, with over 5,000 unique visitors and nearly 10,000 pageviews. Popular pages include: Retail Locations, Available Space, and Industries. One third of the traffic is direct traffic using "choosemorganhill.com." To grow traffic to the website, a twitter and instagram account were launched in February 2019. 14% of the traffic is coming from social media postings. The @choosemorganhill twitter and instagram account have followings of 87 and 187, respectfully. Staff are working on developing an electronic newsletter to highlight business activities on an ongoing basis that will be shared via social media channels.															
40	Implement Downtown Newsrack Consolidation program	Economic Development	Newsrack Ordinance and implementation has been completed. Old newsracks have been removed and three new modular units were installed in September 2018.															
41	Produce a Manufacturing Day Panel and Company Tours Event	Economic Development	Building on the success of the 2018 Manufacturing Day, staff have begun outreach to local manufacturers about opening for factory tours on National Manufacturing Day, October 4th. Early coordination has begun with MHUSD about student participation.															
42	Continue annual program to seal and refresh City owned parking lot facilities	Street Maintenance	2018 project was completed and 2019 project is on schedule.															
43	Continue to negotiate fiscally responsible labor agreements with all Labor Groups for contracts expiring in December 2018	Human Resources	Successfully negotiated three-year contracts (2018-2021) with all three bargaining groups (AFSCME, CSOA, POA).															
44	Complete implementation of the City's brand refresh	Communications & Engagement	Style guide and templates were implemented this fall, including consistent signature lines and new business card templates.															

45	Work with hotels to develop TBID	Economic Development	The nine member TBID board has been officially formed and has held seven board meetings through June. The TBID has launched its website www.visitmorganhill.org . The TBID recently closed an Executive Director recruitment and is in the process of interviewing firms to develop a Strategic Plan.																
46	Evaluate Urban Service Area Expansion/Annexation opportunities and assist applicants with LAFCO applications	Development Services	Submitted the Catholic High School LAFCO application. Will complete the annexation EIR in order to consider other application requests.																
47	Incorporate asphalt walking trails and other asphalt walkways into existing sealing program	Park Maintenance	Summer 2018 included sealing of City asphalt trails and parking areas. Trail sealing has been successfully incorporated into sealing program with City parking lots.																
48	Implement "Listos" program – a grass roots disaster preparedness program tailored to meet the individual needs of Spanish speaking communities	Communications & Engagement	A community training was offered at Village Avante (Park Place) for residents in April 2019. With the loss of our part-time temp Outreach Coordinator, we are reevaluating how to proceed in educating our Spanish speaking community in emergency preparedness.																
49	Continue facilitating community engagement opportunities with the Mayor and reporting out meeting notes	Communications & Engagement	Notes and follow-up from the Mayor's "Lunch with the Seniors" and "Coffee with Mayor" are provided to all participants, made available on the City website, and included in the Weekly 411.																
50	Seek grant funding for street safety and circulation improvements	Congestion Management	Ongoing review of grant opportunities are underway. Measure B Funds for Hale Avenue are a priority. City staff applied for a significant Safe Routes to School Grant in 2018, that was ultimately not awarded due to the City's low collision rates and higher income levels.																